



FIG. 3

64T60" 545660

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

Brand Positioning Summary

<p>32</p> <p>Target Customer Defining Characteristics</p> <ul style="list-style-type: none"> • Strong desire to experience the "real" outdoors. True adventure. • Highly motivated & driven for success and achievement. • Need to escape from the stress / pressure of their weekdays to family oriented weekend activities in the Great Outdoors. 	<p>30 34</p> <p>Target Customer Selection Rational Needs Based Segmentation:</p> <p>Target Segment - Big, Rugged, and For Me.</p> <p>Key Adjacent / Consumption Segments - Workhorse, Comfortable Shuttle</p> <ul style="list-style-type: none"> • Provides Aspirational Target - Outdoor activity image leaders. • Strong positive halo for Ford Primary and Ford Division SUV line-up. • High interest in Truck capabilities (e.g. 4X4, Towing and Hauling). • Strong interest in SUV. Needs +7 passenger seating. • Vehicle is a way of rewarding themselves.
<p>Role in Portfolio</p> <ul style="list-style-type: none"> • The "Rugged Adventure" leader of the Ford SUV line-up. • Supports the Ford Division core SUV DNA of Confident, Rugged, Refined and Versatile. • Reinforces Ford Truck Heritage - Built Ford Tough SUV. • Contributes to Ford Division positioning as the industry leader providing the broadest SUV line-up. <p>36</p>	<p>Competitive Assessment</p> <p>[Identify and summarize competitive products and corresponding attributes]</p> <p>38</p>
<p>Enduring Why Buys</p> <ul style="list-style-type: none"> • Capability to master any environment. Best balance of true off-road capability, ride comfort and maneuverability. • Superior comfort through innovative interior versatility, ergonomics and advanced technology. • Rugged styling providing a statement of my success and adventurous lifestyle • Environmentally responsible. Lowest emissions and highest recyclability. <p>40</p>	<p>Pricing Considerations</p> <ul style="list-style-type: none"> • Pricing actions must insure adequate walk in terms of MSRP, transaction price and customer payment relative to other Ford Division SUV entries. • Showroom priced between the competition. • Pricing and variable marketing execution must be consistent with Premium Brand image. <p>42</p>

FIG. 2

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

Brand Profiler - Personal Use Vehicle

60 → 62 64 66 68 70 74 76 78 80

Attribute	Attribute Class	Priority (Rank)	Primary Brand Positioning	Nameplate Brand Positioning	Program Specifics		Present Nameplate Entry	Detailed Definition (see last page for a general description of each attribute)
					Target / Objectives	Status		
Usage Experience								
Interior Roominess	D	1	ⓐ C M	ⓐ C M	L A C M	L A C M	ⓐ A C U	Package is top purchase motivator vs. other size SUV's. (Front row = 2nd/3rd row adv. vs. Sub).
Ergonomics / Flexibility / Comfort	D	2	L ⓐ C M	ⓐ C M	L A C M	L A C M	ⓐ A C U	Interior seating/comfort on long trips important.
Luggage / Cargo Space	D	3	ⓐ A C M	ⓐ C M	L A C M	L A C M	L ⓐ C U	Ability to carry BOTH people and cargo is a key segment differentiator.
Durability / Craftsmanship	D	6	L ⓐ C M	L ⓐ C M	L A C M	L A C M	L ⓐ C U	Have to deliver tough, capable and adventurous personality.
Quietness	I	8	L ⓐ C M	L ⓐ C M	L A C M	L A C M	L ⓐ C U	NVH levels that support premium presence. (5.4L U, 6.8L A, in research).
Ease of Entry / Exit	I	11	L ⓐ C M	L ⓐ C M	L A C M	L A C M	L ⓐ C U	Easy access to 3rd row important. (1st row disadv., 2nd/3rd row adv.).
Range / Fuel Economy	G	15	L ⓐ C M	L ⓐ C M	L A C M	L A C M	L ⓐ C U	Need competitive FE at minimum, range is key since long trips is a frequent use.
Climate Control	G	17	ⓐ A C M	L A C M	L A C M	L A C M	ⓐ A C U	A comfortable experience for all passengers.
Exterior Visibility	G	20	L ⓐ C M	L A C M	L A C M	L A C M	ⓐ A C U	Maximize visibility to support driving confidence.
Cost of Ownership	G	25	L ⓐ C M	L A C M	L A C M	L A C M	L ⓐ C U	Good value is important, but operating cost is not a high priority like on commercial applications.

FIG. 4A

564T60" S45660

62 64 66 68 70 Brand Profiler - Continued 72 78 80

Attribute	Attribute Class	Priority (Rank)	Primary Brand Positioning	74 Program Specifics		Present Nameplate Entry	Detailed Definition (see last page for a general description of each attribute)
				Target / Objectives	Status 76		
Driving Experience							
Performance / Towing	D	4	L A C M	L A C M	L A C M	L A C U	Full powertrain line-up w/BIC towing (Power & Pick-up on 5.4L U, 6.8L A).
Ride	I	9	L A C M	L A C M	L A C M	L A C U	A smooth ride on all surfaces and in all conditions.
Handling	G	16	L A C M	L A C M	L A C M	L A C U	Responsive handling that instills confidence.
Braking	G	18	L A C M	L A C M	L A C M	L A C U	Smooth and predictable braking that delivers confidence.
Steering	G	19	L A C M	L A C M	L A C M	L A C U	Precise steering that instills confidence.
Transmission Performance	G	21	L A C M	L A C M	L A C M	L A C U	Smooth shifting.
Maneuverability	G	23	L A C M	L A C M	L A C M	L A C U	Maximize maneuverability without sacrificing capability.
Environmental Responsibility							
Occupant Safety	D	5	L A C M	L A C M	L A C M	L A C U	Important to deliver confidence in any situation & driven by corporate strategy
Occupant Security	I	13	L A C M	L A C M	L A C M	L A C U	Features that deliver confidence in any situation.
Vehicle Security	G	22	L A C M	L A C M	L A C M	L A C U	
Emissions	G	27	L A C M	L A C M	L A C M	L A C U	Leadership driven by corporate strategy
Recyclability	G	28	L A C M	L A C M	L A C M	L A C U	Driven by corporate strategy.
Alternative Fuels/Fluids	G	29	L A C M	L A C M	L A C M	L A C U	CorporateEnvironmental stewardship.

FIG. 4B

162 64 66 68 70 Brand Profiler - Continued 72 78 80

Attribute	Attribute Class	Priority (Rank)	Primary Brand Positioning	Nameplate Brand Positioning	74 Program Specifics		Present Nameplate Entry	Detailed Definition (see last page for a general description of each attribute)
					Target / Objectives	Status		
Special Features								
Innovation	D	7	Ⓐ C M	L Ⓐ C M	L A C M	L A C M	Ⓐ C U	Functional luxury features consistent with Ford SUV line-up (Rating compared to Suburban only, not with Ford SUV line-up)
Luxury	I	10	Ⓐ C M	L Ⓐ C M	L A C M	L A C M	L Ⓐ C U	Functional luxury features consistent with Ford SUV line-up.
Entertainment	I	14	L Ⓐ C M	L A Ⓒ M	L A C M	L A C M	Ⓐ C U	Entertainment that enhances premium presence.
Other								
Garagability	G	24	L A Ⓒ M	L A Ⓒ M	L A C M	L A C M	L Ⓐ C U	Minimize height without compromising vehicle capability.
Corporate Safety Image	G	26	L Ⓐ C M	Ⓐ C M	L A C M	L A C M	L Ⓐ C U	Systems that enhance the safety of other vehicles/passengers (e.g. Blocker-Beam) (With RPA could move to L).
Design 84	I	12	Ⓐ C M	L Ⓐ C M	L A C M	L A C M	L Ⓐ C U	
Sporty				High	10 9 8 7 6 5	Ⓐ 3 2 1	Low	True to Ford SUV heritage.
Youthful				High	10 9 8 7 6 5 4 3	Ⓐ 1	Low	
Expressive				High	10 9 8 7 6 5 4 3 2 1	Low		Size, presence.
Family				High	10 9 8 7 6 5 4 3 2 1	Low		Carries all the people and cargo.
Conservative				High	10 9 8 7 6 5 4 3 2 1	Low		Down-to-earth, safe, predictable.
Basic				High	10 9 8 7 6 5 4 3 2 1	Low		Form follows function.
Substantial				High	10 9 8 7 6 5 4 3 2 1	Low		Commanding road presence, dependability.

FIG. 4C

654760" 545660

Brand Profiler - Continued, 72										78	80
Attribute	Attribute Class	Priority (Rank)	Primary Brand Positioning	Nameplate			Program Specifics			Present Nameplate Entry	Detailed Definition (see last page for a general description of each attribute)
				Brand Positioning	Target / Objectives	Status	74	76	76		
Design <u>84</u>				Circle appropriate number for each descriptor							
Tough											
Prestigious											
Elegant											
Luxurious											

FIG. 4D

62 / 82

Attribute	Personal Use Profiler Definition / Clarification
Usage Experience	
Interior Roominess	Includes all aspects of the interior that relate to occupant roominess: front and rear head room, leg room, shoulder room, etc.
Ergonomics / Flexibility / Comfort	Thoughtful design, comfort, and ease of use of key touch points (e.g. radio controls, seats, under-hood fluid containers). Devices that increase the flexibility / usability of the vehicle (e.g. tilt steering, additional doors, split-folding rear seats.)
Luggage / Cargo Space	Trunk size, interior stowage (i.e. map pockets), payload and cube space (trucks). Also indicate any customer requirements such as shape of cargo space and loading height and width.
Durability / Craftsmanship	Durability, craftsmanship, ruggedness, reliability, freedom from breakdown, fit and finish.
Quietness	Overall quietness of vehicle including freedom from road, wind, and powertrain noise.
Ease of Entry / Exit	Items related to ease of access: size of door opening, step-up height, grab handles, running boards, etc.
Range / Fuel Economy	Specify relative importance and label vs. real-life-experience.
Climate Control	Heating, air conditioning, ventilation, defrost, and their controls (i.e. separate driver/passenger systems).

FIG. 5A

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

Attribute	62	82	Definition / Clarification
Usage Experience Cont.			
Exterior Visibility			Visibility from inside outward through windows and mirrors.
Cost of Ownership			Transaction price, resale value, maintenance costs, repair costs, insurance costs.
Driving Experience			
Performance / Towing			How the vehicle reacts when the accelerator is pushed. Indicate if customer needs off-the-line acceleration, highway passing or hauling capability (specify towing/payload capacity).
Ride			How the vehicle drives over different surface conditions and terrain.
Handling			How the vehicle reacts when cornering, vehicle traction, 4x4 operation and ground clearance.
Braking			Responsiveness and performance of brakes.
Steering			Responsiveness of steering and sensitivity to the road (i.e. does the steering wheel transmit a clear signal to the driver of where they are going).
Transmission Performance			Smoothness of shifting, ease of changing from gear to gear.
Maneuverability			Ease of turning into tight spaces including turning radius, visibility and ease of steering.
Environmental Responsibility			
Occupant Safety			Features to negate the consequences of a collision (e.g. airbags) or to prevent a collision (e.g. ABS).
Occupant Security			Features that protect the driver and passengers from other people (e.g. remote keyless entry).
Vehicle Security			Devices that deter theft and vandalism of the vehicle itself, items inside the vehicle and vehicle parts.
Emissions			Greenhouse gases, smog-related, refueling vapors, other vapors, EMC, pass-by-noise.
Recyclability			Recyclable material labeling and use, use of post-consumer materials.
Alternative Fuels / Fluids			Use of fuel source other than fossil, convenience of re-fueling (access, speed) biodegradable fluids.
Special Features			
Innovation			Technical innovations to enhance the driving experience (e.g. navigation aids and built-in cellular phones).
Luxury			Unique items that add a feeling of luxuriousness and status to the vehicle (i.e. heated seats, woodgrain dash).

FIG. 5B

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

Attribute 62	82	Definition / Clarification
Special Features Cont.		
Entertainment		All entertainment related features within the vehicle (i.e. CD player, cassette).
Other		
Garagability		Example - Team defines "Other" attributes.
Corporate Safety Image		Example - Team defines "Other" attributes.
Design		
Sporty		Athletic, muscular, vigorous, powerful, strong, sport association, suggesting movement and dynamism, excitement. Tready stance, road hugging, emphasis on mechanical components and engine compartment size.
Youthful		Active, fresh, spry, vigorous, agile, enthusiastic, lithe, sexy, fun, stylish, charismatic, athletic, lean.
Expressive		Unexpected, inspiring, forceful, distinct, independent, audacious, daring, fearless. Design that commands attention through scale, color, uniqueness, proportions, texture and graphics. Have dominant theme throughout.
Family		Roomy, spacious, easy to use, safe/secure, non-aggressive, quiet, understated, universal. Relatively large passenger and cargo areas, functional and safe looking design elements.
Conservative		Traditional, reasonable, evolutionary, cautious, preserving the essence, down-to-earth, safe, predictable. Slight modifications to design elements seen before.
Basic		Simple, sound, clear, uncluttered, pure, clean, unspoiled, geometric, machined, affordable, brutal, Bauhaus, form follows function. Displaying uncomplicated geometric forms, graphics and textures.
Substantial		Robust, bold, heavy, long-lasting, durable, functional, enduring, sturdy. Low visual center of gravity, large stable mass, positive powerful sections.
Tough		Solid, strong, firm, rugged, hard, vigorous, sturdy, durable, purposeful/attitude.
Prestigious		Significant, famous, proud, dignified, reputable. Prestige earned through looks, technical achievement, tradition. Emulate design elements that have achieved the status of prestige on other cars or products.
Elegant		Flowing lines, subtle, shaped, sculpted, beautiful, pleasing, sensual, sophisticated. Incorporating elements of expensive and upscale automobiles, also expressed in materials, proportions, graphics.
Luxurious		Rich, sumptuous, comfortable, extravagant, opulent, lavish, detailed, precious materials, individual, crafted, handmade, custom built, highest levels of creature comfort.

FIG. 5C

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

90 Brand Profiler - Continued

Attribute	Attribute Class	Priority (Rank)	Primary Brand Positioning	Nameplate Brand Positioning	Program Specifics		Present Nameplate Entry	Detailed Definition (see last page for a general description of each attribute)
					Target / Objectives	Status		
Usage Experience - Cab			L A C M	L A C M	L A C M	L A C M	L A C U	
Interior Roominess			L A C M	L A C M	L A C M	L A C M	L A C U	
Climate Control			L A C M	L A C M	L A C M	L A C M	L A C U	
Ergonomics / Flexibility / Comfort			L A C M	L A C M	L A C M	L A C M	L A C U	
Ease of Entry / Exit			L A C M	L A C M	L A C M	L A C M	L A C U	
Exterior Visibility			L A C M	L A C M	L A C M	L A C M	L A C U	
Stowage			L A C M	L A C M	L A C M	L A C M	L A C U	
Usage Experience - Load Box								
Length			L A C M	L A C M	L A C M	L A C M	L A C U	
Width			L A C M	L A C M	L A C M	L A C M	L A C U	
Cube / Height			L A C M	L A C M	L A C M	L A C M	L A C U	
Payload			L A C M	L A C M	L A C M	L A C M	L A C U	
Access			L A C M	L A C M	L A C M	L A C M	L A C U	
Ergonomics / Flexibility / Comfort			L A C M	L A C M	L A C M	L A C M	L A C U	
Ease of Modification			L A C M	L A C M	L A C M	L A C M	L A C U	
Usage Experience - Total Vehicle								
Cost of Ownership			L A C M	L A C M	L A C M	L A C M	L A C U	

FIG.6A

APPROVED BY DRAFTSMAN	O.G. FIG. CLASS SUBCLASS
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90 → Brand Profiler - Continued

Attribute	Attribute Class	Priority (Rank)	Primary Brand Positioning	Nameplate Brand Positioning	Program Specifics		Present Nameplate Entry	Detailed Definition (see last page for a general description of each attribute)
					Target / Objectives	Status		
Usage Experience - Total Vehicle Continued								
Craftsmanship			L A C M	L A C M	L A C M	L A C M	L A C U	
Durability			L A C M	L A C M	L A C M	L A C M	L A C U	
Fuel Economy / Range			L A C M	L A C M	L A C M	L A C M	L A C U	
Quietness			L A C M	L A C M	L A C M	L A C M	L A C U	
Serviceability			L A C M	L A C M	L A C M	L A C M	L A C U	
Driving Experience								
Performance / Responsiveness			L A C M	L A C M	L A C M	L A C M	L A C U	
Handling			L A C M	L A C M	L A C M	L A C M	L A C U	
Maneuverability			L A C M	L A C M	L A C M	L A C M	L A C U	
Braking			L A C M	L A C M	L A C M	L A C M	L A C U	
Ride			L A C M	L A C M	L A C M	L A C M	L A C U	
Steering			L A C M	L A C M	L A C M	L A C M	L A C U	
Transmission Performance			L A C M	L A C M	L A C M	L A C M	L A C U	
Environmental Responsibility								
Occupant Safety & Security			L A C M	L A C M	L A C M	L A C M	L A C U	
Content Security			L A C M	L A C M	L A C M	L A C M	L A C U	
Vehicle Security			L A C M	L A C M	L A C M	L A C M	L A C U	

FIG.6B

90 ~ Brand Profiler - Continued

Attribute	Attribute Class	Priority (Rank)	Primary Brand Positioning	Nameplate Brand Positioning	Program Specifics		Present Nameplate Entry	Detailed Definition (see last page for a general description of each attribute)
					Target / Objectives	Status		
Environmental Responsibility Continued								
Emissions			L A C M	L A C M	L A C M	L A C M	L A C U	
Recyclability			L A C M	L A C M	L A C M	L A C M	L A C U	
Alternative Fuels / Fluids			L A C M	L A C M	L A C M	L A C M	L A C U	
Special Features			L A C M	L A C M	L A C M	L A C M	L A C U	
Entertainment / Luxury			L A C M	L A C M	L A C M	L A C M	L A C U	
Innovation			L A C M	L A C M	L A C M	L A C M	L A C U	
Other								
			L A C M	L A C M	L A C M	L A C M	L A C U	
			L A C M	L A C M	L A C M	L A C M	L A C U	
Design								
Expressive				High	10 9 8 7 6 5 4 3 2 1	Low		
Conservative				High	10 9 8 7 6 5 4 3 2 1	Low		
Basic				High	10 9 8 7 6 5 4 3 2 1	Low		
Substantial				High	10 9 8 7 6 5 4 3 2 1	Low		
Tough				High	10 9 8 7 6 5 4 3 2 1	Low		
Prestigious				High	10 9 8 7 6 5 4 3 2 1	Low		
Functional				High	10 9 8 7 6 5 4 3 2 1	Low		
				High	10 9 8 7 6 5 4 3 2 1	Low		

FIG.6C

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

Attribute	92 Commercial Vehicle Profiler Definition / Clarification
Usage Experience - Cab	
Interior Roominess	Includes all aspects of the interior that relate to occupant roominess: front and rear head room, leg room, shoulder room, etc.
Climate Control	Heating, air conditioning, ventilation, defrost and their controls.
Ergonomics / Flexibility / Comfort	Thoughtful design, comfort and ease of use of key touch points (e.g. radio controls, seats). Devices that increase the flexibility/usability of the vehicle (e.g. tilt steering).
Ease Of Entry / Exit	Self defining.
Exterior Visibility	Self defining.
Storage	Storage places in the cab for non-cargo items (i.e. map pockets and glove boxes).
Usage Experience - Load Box	
Length	Self defining.
Width	Self defining.
Cube / Height	Self defining.
Payload	Self defining.
Access	Ability to access cargo; includes such characteristics as floor height, door opening size and configuration of load box.
Ergonomics / Flexibility / Comfort	Thoughtful design, comfort and ease of use of key touch points such as control levers and tie-down straps. For people-carrying vehicles this includes the comfort and flexibility of the passenger areas.
Ease of Modification	Ability of aftermarket companies to add parts, increase functionality, or modify the vehicle to suit different customer needs.
Usage Experience - Total Vehicle	
Cost of Ownership	Transaction price, resale value, maintenance costs, repair costs, insurance costs.
Craftsmanship	Build, fit and finish.
Durability	Ruggedness, reliability, freedom from breakdown.

FIG.7A

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

Attribute	92	Definition / Clarification
Usage Experience - Total Vehicle Continued		
Fuel Economy / Range		Self defining.
Quietness		Overall quietness of vehicle including freedom from road, wind, and powertrain noise.
Serviceability		Speed of, frequency of, and ease of repair and the ability to find adequate repair facilities.
Driving Experience		
Performance / Responsiveness		How the vehicle reacts when the accelerator is pushed. Indicate if customer needs off-the-line acceleration, highway passing or hauling capability (specify towing/payload capacity).
Handling		How the vehicle reacts when cornering, vehicle traction, 4x4 operation and ground clearance.
Maneuverability		Ease of turning into tight spaces including turning radius, visibility and ease of steering.
Braking		Responsiveness and performance of brakes.
Ride		How the vehicle drives over different surface conditions and terrain.
Steering		Responsiveness of steering and sensitivity to the road (i.e. does the steering wheel transmit a clear signal to the driver of where they are going).
Transmission Performance		Smoothness of shifting, ease of changing from gear to gear.
Environmental Responsibility		
Occupant Safety & Security		Features to negate the consequences of a collision (e.g. airbags) or to prevent a collision (e.g. ABS) and those that protect the driver and passengers from thieves (e.g. remote keyless entry).
Contents Security		Those devices that protect the cargo of the vehicle from theft or damage.
Vehicle Security		Devices that deter theft and vandalism of the vehicle itself, items inside the vehicle, and vehicle parts.
Emissions		Greenhouse gases, smog-related, refueling vapors, other vapors, EMC, pass-by-noise.
Recyclability		Recycle material labeling and use, use of post-consumer materials.
Alternative Fuels / Fluids		Use of fuel source other than fossil, convenience of re-fueling (access, speed) biodegradable fluids.

FIG.7B

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

Attributes	92	Definition / Clarification
Special Features		
Entertainment / Luxury		Unique items that provide entertainment or add a feeling of luxuriousness and status to the vehicle (i.e. heated seats, woodgrain dash).
Innovation		Technical innovations to enhance the operating experience (e.g. navigation aids and built-in cellular phones).
Other		
		Self defining.
		Self defining.
Design		
Expressive		Unexpected, inspiring, forceful, distinct, independent, audacious, daring, fearless. Design that commands attention through scale, color, uniqueness, proportions, texture and graphics. Have dominant theme throughout. Audi TT, Dodge Viper, Jaguar XJS.
Conservative		Traditional, reasonable, evolutionary, cautious, preserving the essence, down-to-earth, safe, predictable. Slight modifications to design elements seen before. GM J Car, Toyota Corolla, VW Jetta.
Basic		Simple, sound, clear, uncluttered, pure, clean, unspoiled, geometric, machined, affordable, brutal, Bauhaus, form follows function. Displaying uncomplicated geometric forms graphics and textures. Citroen 2CV, Fiat Panda, Jeep, VW Concept.
Substantial		Robust, bold, heavy, long-lasting, durable, functional, enduring, sturdy. Low visual center of gravity, large stable mass, positive powerful sections. Audi Range, A4, Lexus GS300, DEW98, Explorer.
Tough		Solid, strong, firm, rugged, hard, vigorous, sturdy, durable, purposeful/attitude. F-Series.
Prestigious		Significant, famous, proud, dignified, reputable. Prestige earned through looks, technical achievement, tradition. Emulate design elements that have achieved the status of prestige on other cars or products. Town Car, Cadillac, Rolls Royce.
Functional		Purposeful, form follows function, style is a statement of function of the vehicle, expressed in materials, proportions, graphics.

FIG.7C